



French May Arts Festival – Marketing Officer
(8-month contract commencing December 2025)

French May, one of Asia's leading multi-disciplinary cultural festivals, is seeking **Marketing Officers** for its 2026 edition in Hong Kong. The roles will support the implementation of the festival's marketing strategy, including offprint and digital campaigns, media coordination, and audience engagement, under the supervision of the Executive Director and the marketing consultant.

We are looking for dynamic and well-organised professionals with 2–4 years' experience in marketing, communications, or public relations. Fluency in English and Cantonese (Mandarin a plus), and passionate about arts and culture.

Full-time contract period: Dec 2025 – Jul 2026

Main Responsibilities:

- Support implementation of the festival's overall marketing strategy.
- Coordinate with external partners (agencies, sponsors, media, HKJC, LCSD, etc.).
- Prepare communication collaterals including festival brochures, leaflets, social media materials and other writing assignment if required, and maintain content consistency.
- Monitor campaign KPIs and audience engagement.
- Assist in press and promotional events (press trip, press conference, etc.).
- Contribute to audience development and outreach activities.
- Manage company's online platforms including website and social media.

Profile & Qualifications:

- Bachelor's degree holder with minimum 2-4 years of experience in marketing, arts administration, event management, communications, public relations and/or related fields;
- Excellent written and spoken English and Cantonese (Mandarin is a plus);
- Strong coordination, writing, interpersonal and communication skills;
- Proactive, detailed-oriented, and able to manage multiple tasks under tight deadlines;
- Passion for arts, culture, and event management;
- Hands-on experience in media coordination, social media management tools, CRM and eDM systems.

For interested parties, please submit your application with a detailed CV, cover letter and expected salary to admin@frenchmay.com with the subject line "Marketing Officer Application – French May 2026."

Shortlisted candidates will be contacted for an interview. Please submit the application before **28th November 2025 (Friday)**. Early submissions are encouraged.